

**AS PART OF THE *OPEN INNOVATION* PROGRAM, DIGITAL MAGICS AND 'NICE' LAUNCH 'BUILDING APP': THE INNOVATIVE STARTUP DEDICATED TO THE DEVELOPMENT OF SOLUTIONS FOR THE INTELLIGENT MANAGEMENT OF HOME AND OFFICES ENTRANCES**

*The startup incubator and the International Group for home automation and lighting are the co-founders of the digital startup, selected as part of the 'Open Innovation' program by Digital Magics and Nice*

**Milano/Oderzo (TV), May 12, 2016 - Digital Magics**, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM), and **Nice**, the international company specialising in home and industrial automation systems, and lighting under the brand FontanaArte, **launched Building App**: an innovative startup that operates in the field of Internet of Things/Smart Home, **which will develop projects for the intelligent management of access in and around the home and buildings**.

The startup – with operational headquarters in Oderzo (Treviso) – aims to become a **research hub for the Veneto-based company listed on the Stock Exchange**, by developing new solutions and **generating innovation**. The incubator Digital Magics is assisting in the process of integration between Nice and Building App, also by supporting the innovative startup as concerns business and strategic development, thanks to its consulting and acceleration services.

Activity, in the first phase, will focus on the development of a project for an access control system; in supporting the implementation of interfaces and in accelerating the design of modular software.

Danilo Baeri - 34 years old, born in Palermo and a graduate in Management Engineering at the University of Trieste - will guide Building App. Baeri has over 10 years of experience in telecommunications, electronics, IT Services, and Software: he has worked within several agencies in Pordenone, following the projects of important companies such as Foxconn, H3G, Huawei, Telefonica, TIM, Poste Mobile, Qualcomm and Wind.

This operation is part of the **Open Innovation program** of the incubator and Nice aimed at selecting, supporting and co-investing in startups, research projects, patents, technology and digital innovations in the field of **Home Automation**, with a focus on remote control, heating, lighting and intrusion security of the sector **Smart Home & Building**.

Building App is **looking for 2 professionals** (firmware electronics designers) to complete the team of the digital startup. To apply: [info@buildingapp.it](mailto:info@buildingapp.it)

**Danilo Baeri, CEO of Building App**, said: *"I am really excited to start this entrepreneurial path that allows me to integrate my passion for electronics, IT services and software with home automation and the fascinating world of the Internet of Things. Working closely with Nice should lead Building App to expand*



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*and diversify the home automation market, producing together more and more innovative systems. Digital Magics will be crucial as the strategic support for the integration of our services and products with the Italian companies and internationalisation. I am sure that our cooperation with two such important partners will offer excellent growth prospects. "*

**Lauro Buoro, Chairman of Nice SpA,** says: *"We are moving along two pathways: the first focusing on the integration of products, thanks to new technologies available in the field of the Smart Home and the Internet of Things. The second pathway focuses on a cultural development in view of responsive economy and a renewal of the organisational processes for the contamination of the Group through the opportunities offered by the digital world, creating a truly international laboratory that allows the construction of a platform for growth. Building App is one of the concrete actions to support the future development of our automation systems and lighting to build new dialogue with the world of architecture."*

**Gabriele Ronchini, Founder and Managing Director of Digital Magics for Portfolio Development,** said: *"The partnership with Nice is one of the first 'Open Innovation' programs that Digital Magics has structured with an Italian company, before anyone in Italy began to talk about internal innovation of companies thanks to innovative startups. We are really pleased to be co-founders of Building App because we recognized in its business model a technologically advanced solution. "*

This press release is online on [www.digitalmagics.com](http://www.digitalmagics.com) and can be found in the *Investor Relations - Press Releases* section.

**Building App** is an innovative startup that operates within the field of the Internet of Things (IoT) and the Smart Home, which develops systems for the intelligent management of automated access in and around the home and office. The goal is to become a research hub for Nice, listed on the STAR segment of the Italian Stock Exchange, by developing new solutions and generating internal innovation. Building App is a company invested in by Digital Magics, incubator of innovative digital startups, listed on AIM Italia and by Nice, group of international reference for domestic automation and lighting.

**Nice S.p.A.**, founded in the early '90s, and listed on the STAR Segment of the Italian Stock Exchange, is a group of international reference in the Home Automation market with a broad range of integrated systems for the automation of gates, garages, road barriers, parking systems, blackout blinds, roller shutters and solar screens for residential, commercial and industrial application, wireless alarm systems and lighting systems with FontanaArte trademark. The Nice Group initiated strategic paths of geographical expansion and strengthening in high-growth potential markets; expansion, completion and integration of the product lines in the different business units. Nice products, for their distinctive combination of technological innovation and design, are exported to more than 100 countries, generating over 80% of consolidated revenues abroad.

**Digital Magics**, listed on AIM Italia (symbol: DM), is an incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for DIGITAL MADE IN ITALY, by offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 57 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.

**Integrae SIM** acts as a Nomad and Specialist under the AIM Italia Issuers Regulations. For communication transmissions, Digital Magics makes use of the SDIR-NIS circuit, operated by BIt Market Services, a subsidiary of the London Stock Exchange Group



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**For further information:**

**Digital Magics – Press Release**

Giorgio Bocchieri – Mail: [giorgio.bocchieri@digitalmagics.com](mailto:giorgio.bocchieri@digitalmagics.com)

Tel. 02 52505202 – Mob. 334 6853078

**Nice S.p.A. – Press Release**

Anna Bertoldero – Mail: [a.bertoldero@niceforyou.com](mailto:a.bertoldero@niceforyou.com)

Elisa Chies – Mail: [el.chies@niceforyou.com](mailto:el.chies@niceforyou.com)

**SEC Public and Institutional Relations – Media Relations**

Angelo Vitale – Mail: [vitale@secrp.it](mailto:vitale@secrp.it)

Tel. 02 6249923

**IR Top – Investor Relations**

Floriana Vitale – Mail: [f.vitale@irtop.com](mailto:f.vitale@irtop.com)

Domenico Gentile – Mail: [d.gentile@irtop.com](mailto:d.gentile@irtop.com)

Tel. 02 45473884

**Integrae SIM – Nomad**

Mail: [info@integraesim.it](mailto:info@integraesim.it)

Tel. 02 87208720